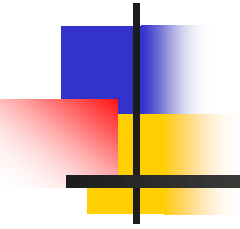


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Lec-2

Understanding Communication Styles



Dr. Attaullah Shah

Communication Style



- Personality—thoughts, feelings, and actions that characterize someone
- Communication style—patterns of behavior that others can observe
Communication style is
an important aspect of personality



Total Person Insight

By knowing our own communicating style, we get to know ourselves better. And we get along with others better as we develop the ability to recognize—and respond—to their styles.

Paul Mok and Dudley Lynch
Human Resource Development Consultants

Communication Style Model



- Two important dimensions of human behavior:
 - Dominance
 - Sociability
- Remember: the style model describes preferences, not skills or abilities



The Dominance Continuum

- Dominance
 - The tendency to display a “take-charge” attitude
 - an important dimension in interpersonal relationships
- Everyone falls somewhere on the dominance continuum

The Dominance Continuum



Figure Dominance Continuum

- more cooperative freely
- eager to assist others
- less assertive
- more willing to be controlled

- give advice
- initiate demands
- more assertive
- seek control

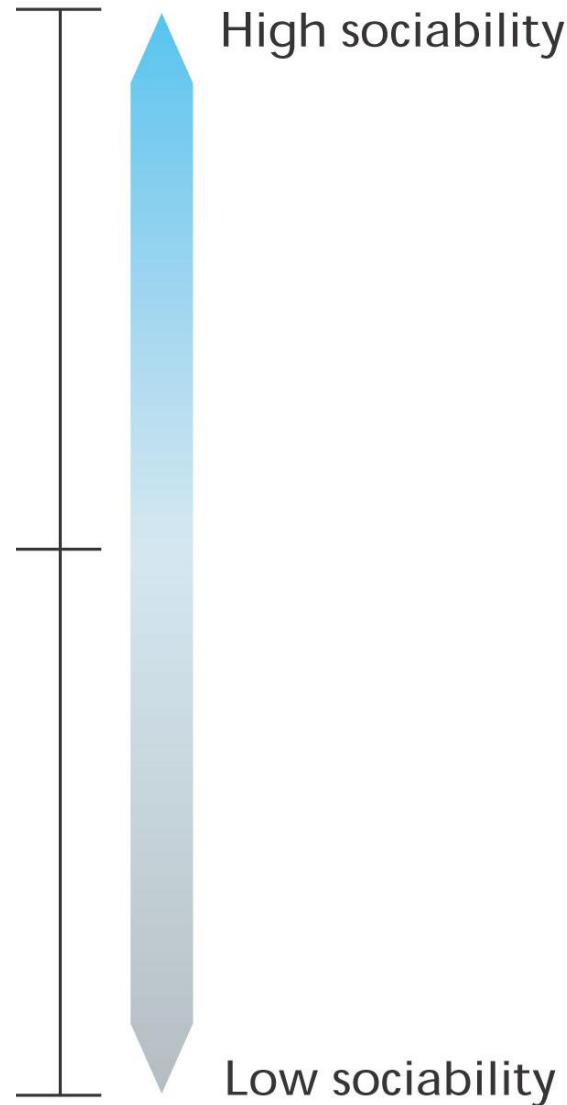


The Sociability Continuum

- Sociability
 - tendency to seek and enjoy social relationships
 - measure of whether you tend to control or express your feelings

Sociability Continuum

Source: Gerald L Manning and Barry Reece, *Selling Today: Creating Customer Value*, Ninth Edition, Copyright © 2004. Adapted by permission of Prentice-Hall Inc., Upper Saddle River, NJ.



- expresses feelings
- open and talkative
- enjoys personal associations

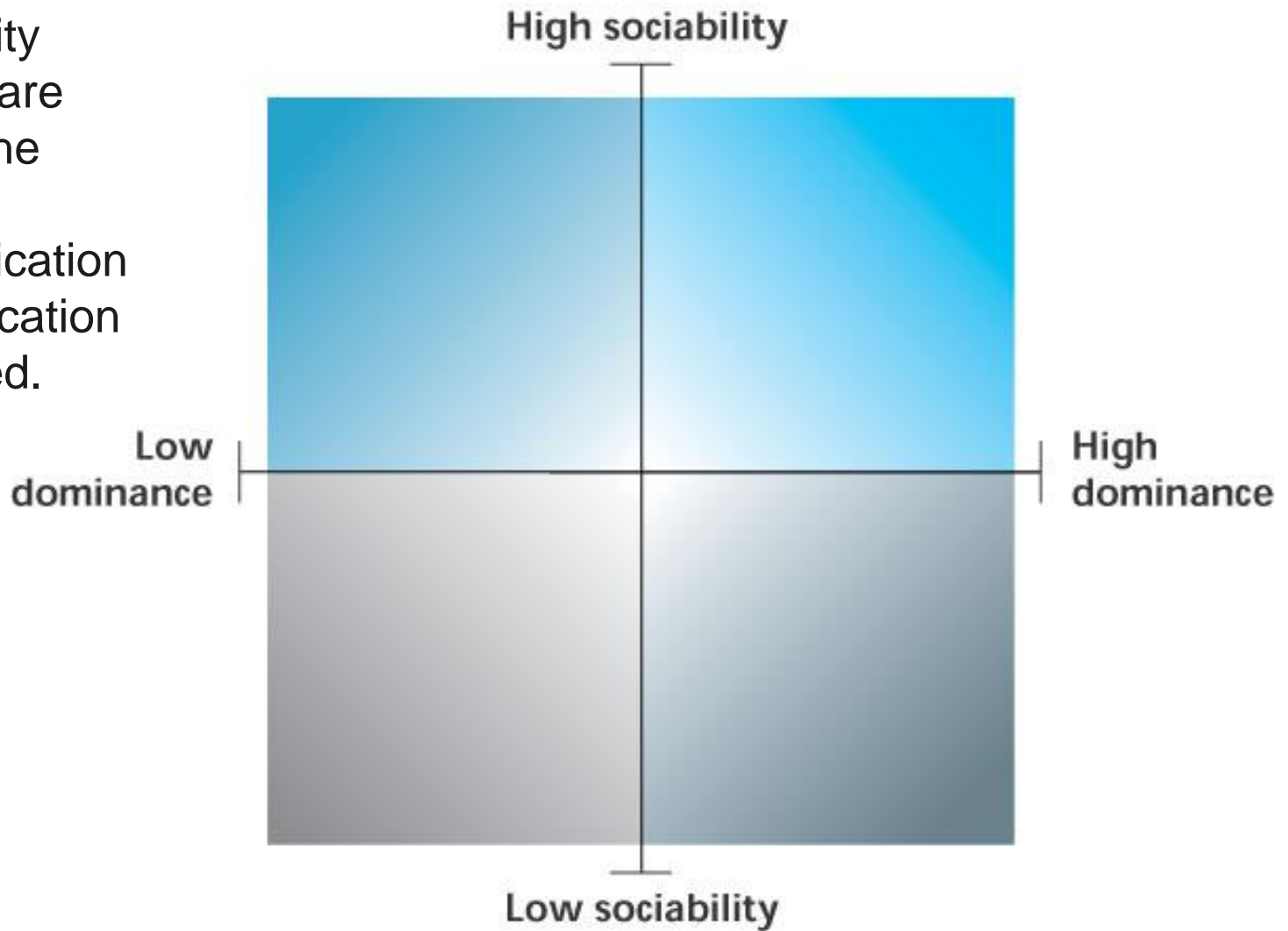
- controls feelings
- more reserved and formal in relationships



Communication Styles Model

- The model represents four communication styles:
 - emotive director
 - reflective supportive
- Two factors:
 - dominance sociability
- Model will help identify your most preferred style

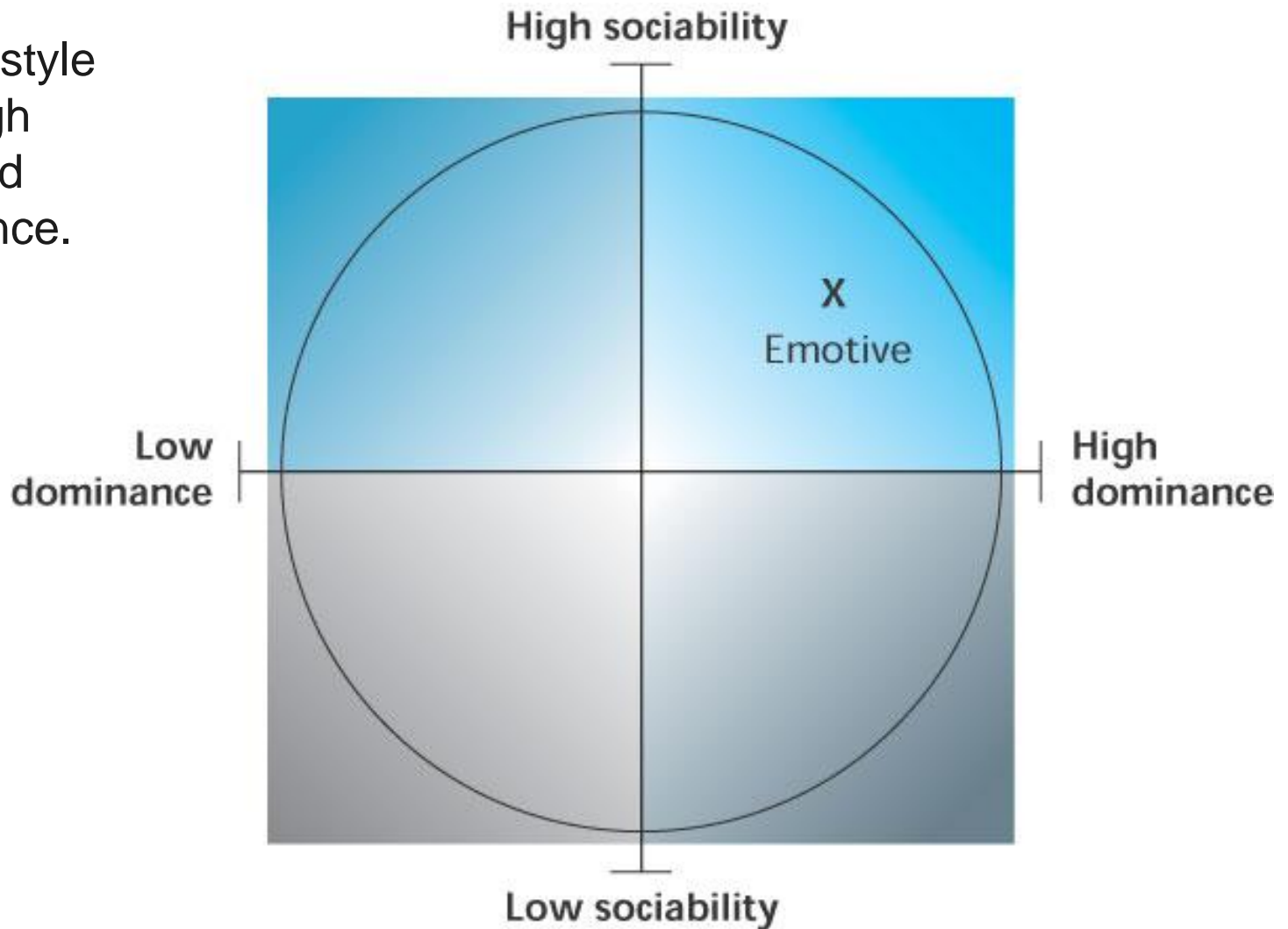
When the dominance and sociability dimensions are combined, the framework for communication style classification is established.



Source: Gerald L Manning and Barry Reece, *Selling Today: Creating Customer Value*, Ninth Edition, Copyright © 2004. Adapted by permission of Prentice-Hall Inc., Upper Saddle River, NJ.

Figure 3.6

The emotive style combines high sociability and high dominance.



Source: Gerald L Manning and Barry Reece, *Selling Today: Creating Customer Value*, Ninth Edition, Copyright © 2004. Adapted by permission of Prentice-Hall Inc., Upper Saddle River, NJ.



Emotive Style

- Displays spontaneous, uninhibited behavior
 - Talks rapidly
 - Uses lots of hand gestures
 - Expresses views with enthusiasm



Emotive Style

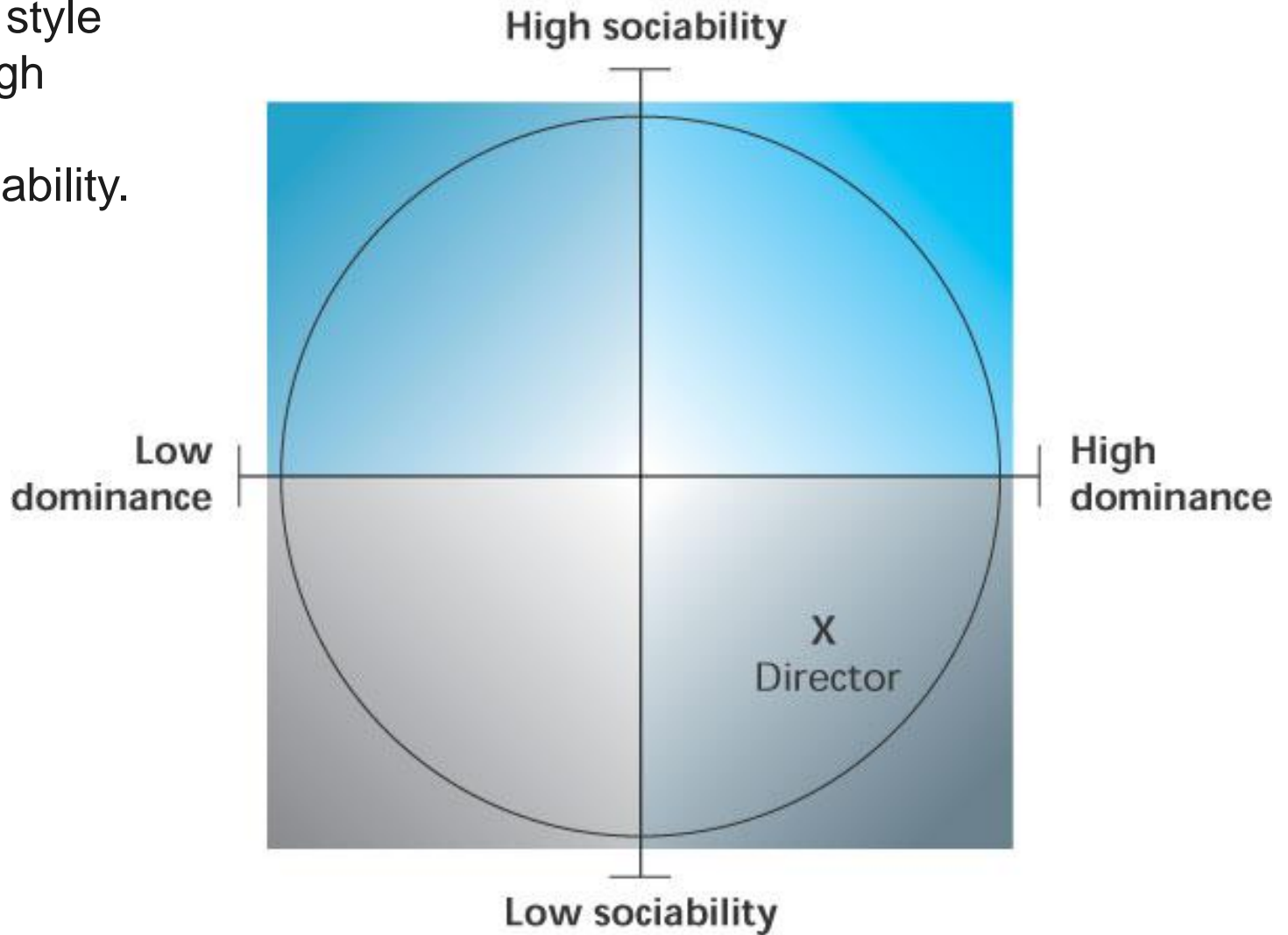
- Displays the personality dimension described as extroversion
 - Enjoys being with others
 - Tends to be upbeat and active
 - Likes informality
 - Uses first names



Emotive Style

- Possesses a natural persuasiveness
 - Combination of high dominance and high sociability
 - Finds it easy to express point of view dramatically or forcefully

The director style combines high dominance and low sociability.



Source: Gerald L Manning and Barry Reece, *Selling Today: Creating Customer Value*, Ninth Edition, Copyright © 2004. Adapted by permission of Prentice-Hall Inc., Upper Saddle River, NJ.

Director Style



- Projects a serious attitude
 - Communicates a no-nonsense attitude
 - Often gives the impression he or she cannot have fun



Director Style

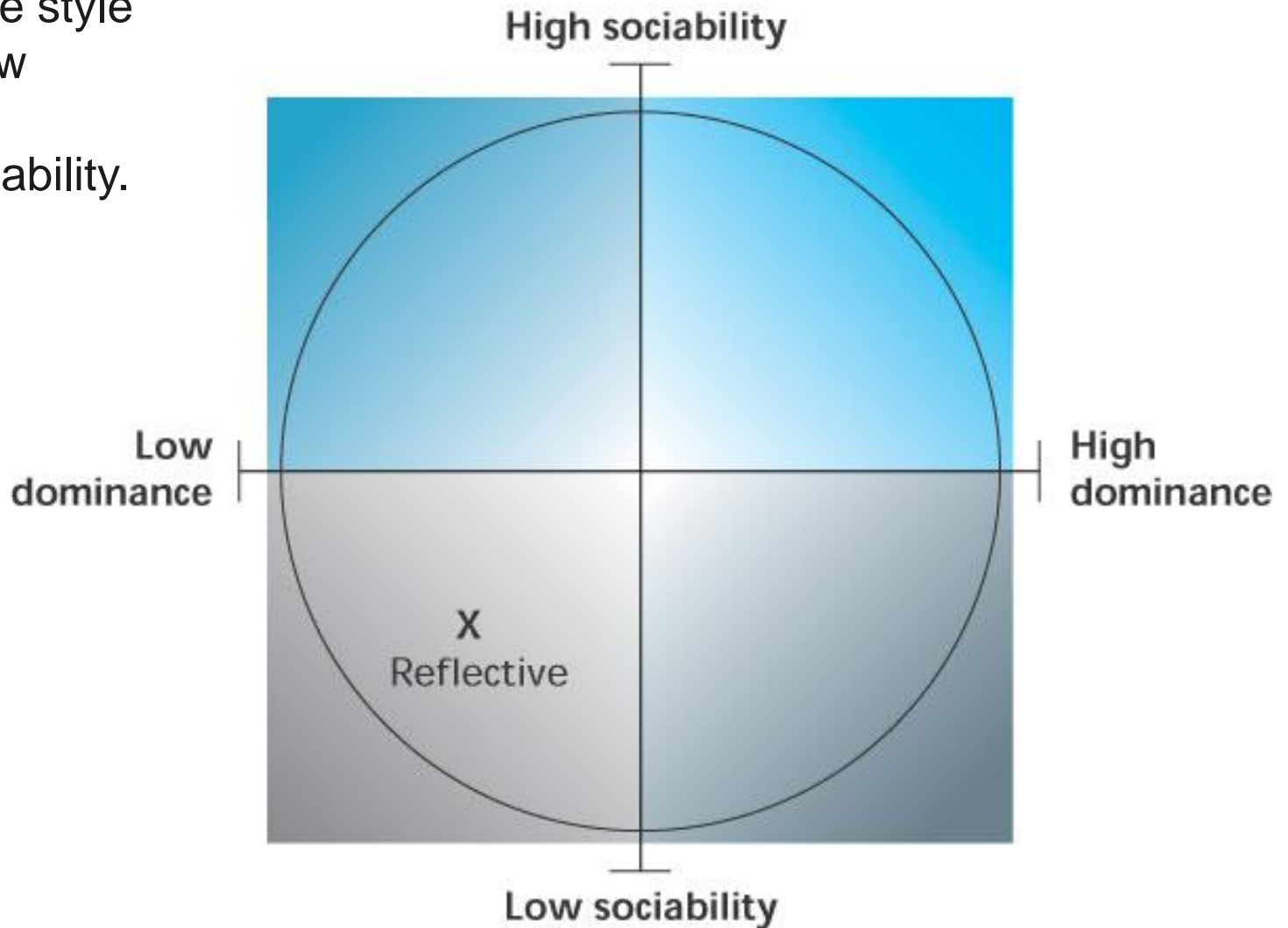
- Expresses strong opinions
 - Uses firm gestures and tone of voice
 - Communicates determination



Director Style

- May project indifference
 - Finds it hard to abandon formal approaches in dealing with people
 - Not easy to communicate warm, caring attitude

The reflective style combines low dominance and low sociability.



Source: Gerald L Manning and Barry Reece, *Selling Today: Creating Customer Value*, Ninth Edition, Copyright © 2004. Adapted by permission of Prentice-Hall Inc., Upper Saddle River, NJ.



Reflective Style

- Expresses opinions in a formal, deliberate manner
 - Never seems to be in a hurry
 - Expresses measured opinions
 - Emotional control is a common trait



Reflective Style

- Seems preoccupied
 - Rather quiet
 - Appears aloof or hard to get to know

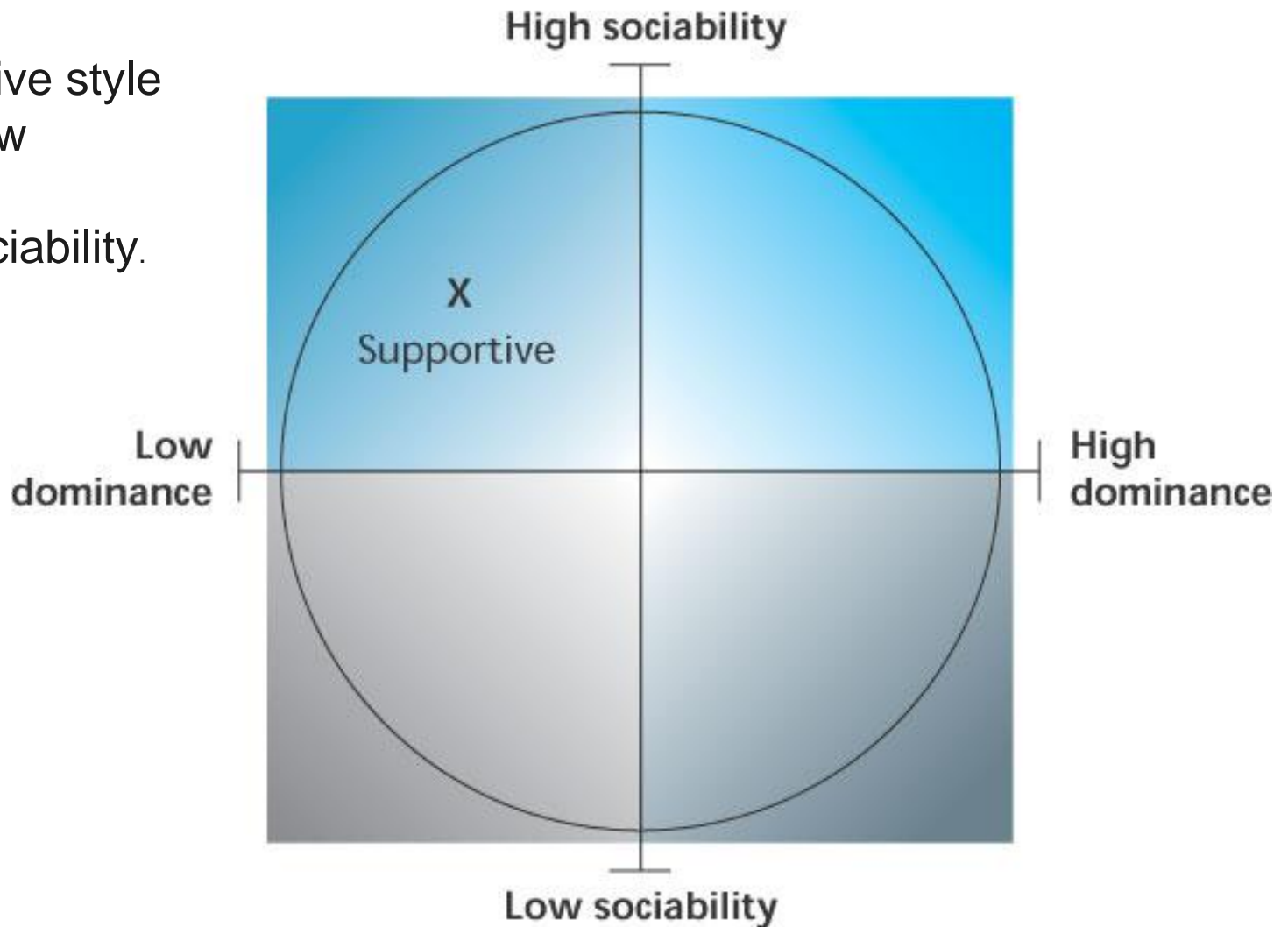


Reflective Style

- Prefers orderliness
 - Uses and appreciates an agenda
 - Enjoys reviewing details
 - Likes to make decisions slowly

Figure 3.9

The supportive style combines low dominance and high sociability.



Source: Gerald L Manning and Barry Reece, *Selling Today: Creating Customer Value*, Ninth Edition, Copyright © 2004. Adapted by permission of Prentice-Hall Inc., Upper Saddle River, NJ.



Supportive Style

- Listens attentively
 - Good listening comes naturally
 - Appears patient and caring



Supportive Style

- Avoids the use of power
 - Relies on friendly persuasion
 - Likes to display warmth in written and spoken communication



Supportive Style

- Makes and expresses decisions in a thoughtful, deliberate manner
 - Appears low-key in decision making



Identify Yourself?

- Nobody conforms completely to one style
- Only one dimension of personality
- Only deals with behaviors that others can observe
- May be able to identify the style least like yourself



Behaviors Displayed in the Excess Zone

- Supportive Style
 - Attempts to win approval by agreeing with everyone
 - Constantly seeks reassurance
 - Refuses to take a strong stand
 - Tends to apologize a great deal



Behaviors Displayed in the Excess Zone

- Director Style
 - Is determined to come out on top
 - Will not admit to being wrong
 - Appears cold and unfeeling when dealing with others
 - Tends to use dogmatic phrases



Behaviors Displayed in the Excess Zone

- Emotive Style

- Tends to express highly emotional opinions
- Is outspoken to the point of being offensive
- Seems unwilling to listen to the views of others
- Uses exaggerated gestures and facial expressions



Behaviors Displayed in the Excess Zone

- Reflective Style
 - Tends to avoid making a decision
 - Seems overly interested in detail
 - Is very stiff and formal when dealing with others
 - Seeks to achieve perfection



Tips on Style Identification

- Focus on observable behavior
 - The best clues are nonverbal:
 - Gestures
 - Posture
 - Facial expressions
 - Speech patterns



Tips on Style Identification

- Determine where the person falls on the sociability and dominance continuums
 - Your initial impression should not be carved in stone, but should be a **continuing process**
 - Different situations will bring out different behaviors



Versatility: The Third Dimension

- **Versatility**
 - acting in ways that gain a social endorsement
 - making others feel comfortable and non defensive
 - *independent of style and changeable*
 - *can learn* other styles



Versatility and Style Flexing

- **Style flexing**
 - deliberate attempt to change or alter style to meet the needs of another person
 - temporary effort to act in harmony with other communication styles
 - important in many occupations



Total Person Insight

When we speak of interpersonal relationships (as interaction involving at least two people), we contend that no one can do much about what we say and do. And because dealing with others is such a major aspect of our lives, if we can control what we say and do to make others more comfortable, we can realistically expect our relationships to be more productive, or effective, ones.

David W. Merrill and Roger H. Reid
Authors, *Personal Styles and Effective Performance*



Basic skills for success

COMMUNICATION SKILLS.

TECHNICAL SKILLS.

LEADERSHIP SKILLS.

TEAM WORK.

INTERPERSONAL SKILLS.



Presentation Skills

Ideas, concepts or issues talked about or spoken to a group or audience

Public speaking is one of the most feared things

"I could make such a fool of myself"

Skills required to give a good presentation can be developed

Preparation is the Key



Steps involved in presentation

- Planning
- Preparation
- Practice
- Performance
- Questions



Preparation

- ☾★ Outline and sketch slides
- ☾★ Prepare slides
- ☾★ Proof read
- ☾★ Prepare notes -
 - brief keywords and phrases, except maybe first couple of paragraphs



Presentation Skills

- ❖ Preparation/ Planning is the first step on the ladder to success
- ❖ Aspects in the development of a good presentation
 - Subject Centered (Material)
 - Audience Centered (Audience)
 - Self Centered (Self)

"I want (who) to (what) (where, when and how) because (why)"



Presentation Skills

- Helpers

Who is your audience?

What do you want to present (content)?

Why do you want to present (purpose)?

Where will you be presenting (place)?

How do you want to present (words to be used or not, slides to be used)



Presentation Skills

Preparation: Audience Analysis

- ❖ What is the audience **interested** in
- ❖ What does the audience **want**
- ❖ What does the audience already know and needs to know
- ❖ What are their needs, expectations from this presentation
- ❖ How will the audience benefit from this presentation



Presentation Skills

- Structure the content in line with the audience's needs
- What do you want to tell the audience?
- What is your objective?
- Prepare keeping in mind the time allotted
- Anticipate the questions and prepare
- Collect material from a variety of sources
- Arrange points logically and sequentially
- Prepare handouts as well



Presentation Skills

- Structuring the presentation
 - 2 to 2.5 mins--- opening/beginning
 - 20 to 21 mins--- middle section
 - 2 to 3 mins --- closing/end
 - 5 mins --- questions



Presentation Skills

The Beginning

- ❖ Should be carefully designed
- ❖ Get attention
 - shock, humor, question, story, facts & figures
 - well rehearsed yet natural
- ❖ Motivate audience to listen
 - listen to their needs



Presentation Skills

Preparation – Structure

- ❖ Sequence should be logical & understandable
- ❖ Interim summaries- Recaps
- ❖ Value of visual aids-flip charts, handouts etc.
- ❖ Use the 4 Ps

Position

Problem

Possibilities

Proposals



Presentation Skills

Prepare Closing

- ❖ Last 2 to 2.5 minutes are as critical as the first five minutes for a successful presentation
- ❖ Summarize- highlight important points
- ❖ Suggest action- what to do and when, where and how to do it



Presentation Skills

Effective Delivery

- ❖ Be active - move
- ❖ Be purposeful - controlled gestures
- ❖ Variations – vocal (pitch, volume, rate)
- ❖ Be natural
- ❖ Be direct – don't just talk in front of the audience talk to them



Group Facilitation

Verbal Communication- barriers

- ❖ Speaking too fast
- ❖ Using jargon
- ❖ Tone and content
- ❖ Complicated or ambiguous language
- ❖ Not questioning
- ❖ Physical State of the audience



Presentation Skills

Sensitivity to the audience

- ❖ “see” the audience
- ❖ Take non-verbal feedback
 - congruent and incongruent body language
- ❖ Modify to meet audience needs
- ❖ Don't just make it as a presentation



Presentation Skills

Handling Questions

- ❖ Do not get confused
- ❖ You are not supposed to know everything
- ❖ Anticipate and keep answers ready
- ❖ Sometime questions themselves give you a lead to highlight your point of view



Presentation Skills

Visual Aids

- ❖ While using a over head projector or multimedia projector face the audience while talking
- ❖ Point with a pen
- ❖ Appropriate lighting
- ❖ Watch the colors
- ❖ Ensure clear visibility
- ❖ 10 lines, 10 words per line



Presentation Skills

- 1 - 2 minutes per slide
- Generic 15 min Conference Presentation
- 🌀 Title Slide (1) Title, author, affiliation, acknowledgements
- 🌀 Rationale (1-2) Why this is interesting
- 🌀 Methods (1-2) What you did
- 🌀 Results (2-4) What did you find and what does it mean
- 🌀 Summary (1) One thing you want them to remember



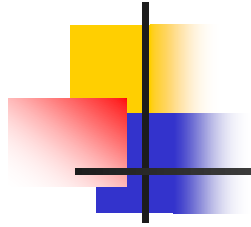
Presentation Skills

So to conclude :

Always prepare

Channelize you fear

Interact with your audience



Thank you